



Your Communications Strategy: 10 Warning Signs

An effective communications strategy takes into account your company's bottom line, whether it relates to financial, reputational, or public policy objectives. Smart businesses avoid the pitfalls that come with a lack of planning. They know their reputations, business goals, and executives' careers are at stake.

Does your communications strategy need a tune up? Maybe so if you see your company facing these hurdles:

1. A CEO upset with his company's [message development and delivery](#) capabilities.
2. Communications staff that trembles when trying to counsel the C-suite.
3. The need for an unbiased point of view on where your communications risks and rewards lurk.
4. The corporate leader frustrated with getting his legal, finance, and marketing teams to deliver concise, consistent messages.
5. The firm seeking to strengthen its professional development choices.
6. A technical expert who shies away from [media interviews](#).
7. The C-suite leader trying to get his communications and government relations teams to play nice together.
8. The executive with an imminent high stakes speaking or advocacy opportunity.
9. Challenges onboarding communications and government relations staff.
10. The public affairs executive who needs to ramp up the performance of her advocates who [deal with policymakers](#).



Contact Ed Barks for help guiding your communications strategy. He works with communications and government relations executives who counsel their C-suite leaders, and with businesses and associations that need their messaging to deliver bottom line results. They gain an enhanced reputation, added opportunities for career advancement, and realization of long-term business goals. He is the author of [The Truth About Public Speaking: The Three Keys to Great Presentations](#). Contact Ed at (540) 955-0600 or ebarks@barkscomm.com. Learn more at www.barkscomm.com.